

Demographic Detail Comparison

Geography: 1 Mile: Hwy. 7 & Sheridan, 3 Miles: Hwy. 7 & Sheridan, 5 Miles: Hwy. 7 & Sheridan

1 Mile: Hwy. 7 & Sheridan 3 Miles: Hwy. 7 & Sheridan 5 Miles: Hwy. 7 & Sheridan

2013B Demographics:

Employees	373	3,365	18,651
Establishments*	97	537	2,629
Total Population	3,767	15,282	81,384
Total Households	1,256	5,574	28,679
Female Population	1,894	7,740	41,245
% Female	50.27	50.64	50.67
Male Population	1,873	7,542	40,139
% Male	49.72	49.35	49.32
Population Density (per Sq. Mi.)	2,353.92	674.87	1,130.91

Age:

Age 0 - 4	12.1%	8.5%	7.7%
Age 5 - 14	19.6%	16.2%	17.0%
Age 15 - 19	4.3%	4.9%	6.4%
Age 20 - 24	2.3%	2.8%	4.3%
Age 25 - 34	12.5%	10.9%	11.6%
Age 35 - 44	23.5%	18.2%	17.7%
Age 45 - 54	11.9%	13.6%	15.4%
Age 55 - 64	7.9%	12.8%	11.3%
Age 65 - 74	4.2%	8.3%	5.3%
Age 75 - 84	1.0%	2.9%	2.1%
Age 85 +	0.2%	0.4%	0.6%
Median Age	34.5	38.6	36.6

Housing Units

Total Housing Units	1,306	5,816	29,326
Occupied Housing Units	96.1%	95.8%	97.7%
Vacant Housing Units	3.8%	4.1%	2.2%

Housing Units by Tenure

Occupied Housing Units	1,256	5,574	28,679
Owner Occupied Housing Units	1,119	5,004	24,203
Owner Occupied free and clear	7.8%	15.7%	12.7%
Owner Occupied with a mortgage or loan	81.2%	74.0%	71.6%
Renter Occupied Housing Units	10.8%	10.2%	15.6%

Race and Ethnicity

American Indian, Eskimo, Aleut	0.3%	0.4%	0.6%
Asian	4.4%	4.1%	5.3%
Black	0.6%	0.8%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	89.3%	89.8%	85.3%
Other	1.8%	1.9%	4.2%

Multi-Race	3.2%	2.7%	3.2%
Hispanic Ethnicity	8.5%	8.3%	14.6%
Not of Hispanic Ethnicity	91.4%	91.6%	85.3%

Race of Hispanics

Hispanics	321	1,271	11,946
American Indian	2.0%	1.8%	1.9%
Asian	0.0%	0.2%	0.4%
Black	0.1%	0.6%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	68.0%	65.1%	60.9%
Other	19.8%	21.7%	28.0%
Multi-Race	10.0%	10.4%	7.7%

Race of Non Hispanics

Non Hispanics	3,446	14,010	69,438
American Indian	0.1%	0.3%	0.4%
Asian	4.8%	4.5%	6.2%
Black	0.7%	0.9%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	91.3%	92.0%	89.5%
Other	0.2%	0.1%	0.1%
Multi-Race	2.6%	2.0%	2.4%

Marital Status:

Age 15 + Population	2,571	11,499	61,158
Divorced	7.0%	6.9%	10.2%
Never Married	21.0%	20.6%	24.5%
Now Married	69.4%	69.0%	61.4%
Now Married - Separated	1.7%	1.5%	1.0%
Widowed	2.4%	3.4%	3.6%

Educational Attainment:

Total Population Age 25+	2,317	10,304	52,329
Grade K - 8	0.5%	1.2%	1.8%
Grade 9 - 12	3.5%	3.6%	3.9%
High School Graduate	15.6%	17.0%	18.8%
Associates Degree	7.7%	7.0%	7.7%
Bachelor's Degree	31.6%	32.8%	30.1%
Graduate Degree	18.3%	17.6%	15.5%
Some College, No Degree	22.0%	20.0%	21.4%

Household Income:

Income \$ 0 - \$9,999	1.9%	2.4%	3.3%
Income \$ 10,000 - \$14,999	0.5%	0.5%	1.5%
Income \$ 15,000 - \$24,999	2.8%	2.4%	4.6%
Income \$ 25,000 - \$34,999	2.7%	3.6%	5.0%
Income \$ 35,000 - \$49,999	5.6%	6.3%	8.9%
Income \$ 50,000 - \$74,999	18.3%	18.2%	19.2%

Income \$ 75,000 - \$99,999	21.0%	20.8%	17.2%
Income \$100,000 - \$124,999	14.9%	14.0%	14.5%
Income \$125,000 - \$149,999	11.5%	10.6%	9.3%
Income \$150,000 +	20.4%	20.8%	16.1%

Average Household Income	\$122,038	\$123,035	\$105,502
Median Household Income	\$96,119	\$94,259	\$85,025
Per Capita Income	\$40,675	\$44,878	\$37,185

Vehicles Available

0 Vehicles Available	1.5%	1.9%	1.9%
1 Vehicle Available	13.8%	12.7%	21.6%
2+ Vehicles Available	84.6%	85.3%	76.3%
Average Vehicles Per Household	2.49	2.48	2.22
Total Vehicles Available	3,135	13,859	63,797

2018 Demographics:

Total Population	4,992	19,139	94,910
Total Households	1,661	7,048	33,654
Female Population	2,520	9,713	48,051
% Female	50.4%	50.7%	50.6%
Male Population	2,472	9,426	46,859
% Male	49.5%	49.2%	49.3%

Age:

Age 0 - 4	11.7%	8.7%	7.7%
Age 5 - 14	20.3%	16.4%	16.8%
Age 15 - 19	4.2%	4.8%	6.1%
Age 20 - 24	2.5%	3.0%	4.4%
Age 25 - 34	11.5%	10.3%	11.3%
Age 35 - 44	22.4%	17.4%	17.0%
Age 45 - 54	11.9%	12.7%	14.5%
Age 55 - 64	8.4%	12.8%	12.1%
Age 65 - 74	5.2%	9.8%	6.8%
Age 75 - 84	1.2%	3.0%	2.3%
Age 85 +	0.2%	0.4%	0.6%
Median Age	34.7	38.6	37.1

Housing Units

Total Housing Units	1,732	7,385	34,468
Occupied Housing Units	95.8%	95.4%	97.6%
Vacant Housing Units	4.1%	4.5%	2.3%

Housing Units by Tenure

Owner Occupied Housing Units	1,472	6,299	28,568
Owner Occupied free and clear	7.4%	15.2%	12.4%
Owner Occupied with a mortgage or loan	81.1%	74.1%	72.4%

Renter Occupied Housing Units	11.3%	10.6%	15.1%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.3%	0.4%	0.6%
Asian	4.9%	4.7%	6.1%
Black	0.7%	0.9%	1.1%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	88.2%	88.7%	84.5%
Other	1.8%	1.9%	3.9%
Multi-Race	3.6%	3.1%	3.5%
Hispanic Ethnicity	9.5%	9.1%	15.1%
Not of Hispanic Ethnicity	90.4%	90.8%	84.8%
Race of Hispanics			
Hispanics	476	1,757	14,413
American Indian	2.2%	1.7%	2.0%
Asian	0.0%	0.1%	0.4%
Black	0.0%	0.6%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	68.8%	65.4%	62.8%
Other	17.8%	20.1%	25.0%
Multi-Race	10.9%	11.7%	8.7%
Race of Non Hispanics			
Non Hispanics	4,516	17,382	80,497
American Indian	0.1%	0.3%	0.4%
Asian	5.5%	5.2%	7.1%
Black	0.7%	0.9%	1.1%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	90.3%	91.0%	88.4%
Other	0.2%	0.1%	0.1%
Multi-Race	2.9%	2.2%	2.6%
Marital Status:			
Age 15 + Population	3,390	14,313	71,563
Divorced	6.9%	6.9%	10.0%
Never Married	21.3%	20.8%	24.3%
Now Married	69.1%	68.7%	61.8%
Now Married - Separated	1.8%	1.6%	1.0%
Widowed	2.4%	3.3%	3.7%
Educational Attainment:			
Total Population Age 25+	3,048	12,811	61,559
Grade K - 9	0.5%	1.1%	1.7%
Grade 9 - 12	3.5%	3.6%	3.8%
High School Graduate	15.0%	16.4%	17.9%
Associates Degree	7.7%	7.0%	7.7%
Bachelor's Degree	32.0%	33.2%	31.0%
Graduate Degree	18.6%	17.8%	16.1%

Some College, No Degree	21.8%	20.0%	21.1%
Household Income:			
Income \$ 0 - \$9,999	1.2%	1.5%	2.1%
Income \$ 10,000 - \$14,999	0.6%	0.7%	1.4%
Income \$ 15,000 - \$24,999	2.2%	1.9%	3.6%
Income \$ 25,000 - \$34,999	2.3%	2.8%	4.0%
Income \$ 35,000 - \$49,999	4.4%	5.0%	7.4%
Income \$ 50,000 - \$74,999	15.5%	15.1%	15.6%
Income \$ 75,000 - \$99,999	18.7%	18.1%	15.9%
Income \$100,000 - \$124,999	16.9%	16.4%	16.6%
Income \$125,000 - \$149,999	13.1%	12.5%	11.9%
Income \$150,000 +	24.6%	25.5%	20.9%
Average Household Income	\$136,316	\$139,548	\$122,152
Median Household Income	\$106,704	\$106,613	\$99,349
Per Capita Income	\$45,346	\$51,392	\$43,319
Vehicles Available			
0 Vehicles Available	1.4%	1.8%	1.9%
1 Vehicle Available	14.3%	13.1%	21.2%
2+ Vehicles Available	84.1%	84.9%	76.7%
Average Vehicles Per Household	2.48	2.47	2.22
Total Vehicles Available	4,121	17,416	75,015
2010 Demographics:			
Total Population	3,229	12,851	75,084
Total Households	1,081	4,652	26,410
Female Population	1,615	6,486	38,004
% Female	50.02	50.46	50.61
Male Population	1,614	6,365	37,080
% Male	49.97	49.53	49.38
Population Density (per Sq. Mi.)	1,652.90	501.12	895.52
Age:			
Age 0 - 4	12.5%	9.2%	8.2%
Age 5 - 14	18.4%	16.2%	17.1%
Age 15 - 19	4.0%	4.7%	6.2%
Age 20 - 24	1.9%	2.5%	3.7%
Age 25 - 34	15.9%	13.2%	12.8%
Age 35 - 44	22.7%	18.1%	18.1%
Age 45 - 54	11.0%	13.4%	15.5%
Age 55 - 64	8.3%	12.0%	10.7%
Age 65 - 74	3.7%	7.4%	4.8%
Age 75 - 84	1.0%	2.4%	1.9%
Age 85 +	0.2%	0.3%	0.5%
Median Age	33.8	37.0	36.0

Housing Units

Total Housing Units	1,732	7,385	34,468
Occupied Housing Units	95.8%	95.4%	97.6%
Vacant Housing Units	4.1%	4.5%	2.3%

Housing Units by Tenure

Owner Occupied Housing Units	967	4,199	22,457
Owner Occupied free and clear	7.0%	13.7%	12.1%
Owner Occupied with a mortgage or loan	82.4%	76.4%	72.9%
Renter Occupied Housing Units	10.5%	9.7%	14.9%

Race and Ethnicity

American Indian, Eskimo, Aleut	0.3%	0.4%	0.6%
Asian	4.0%	4.0%	5.3%
Black	0.6%	0.8%	0.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	89.5%	89.7%	85.7%
Other	2.1%	2.0%	4.2%
Multi-Race	3.1%	2.7%	3.0%
Hispanic Ethnicity	8.1%	8.3%	14.0%
Not of Hispanic Ethnicity	91.8%	91.6%	85.9%

Race of Hispanics

Hispanics	265	1,075	10,537
American Indian	2.0%	2.0%	1.8%
Asian	0.0%	0.2%	0.4%
Black	0.1%	0.6%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	65.3%	63.4%	60.2%
Other	23.5%	23.3%	29.3%
Multi-Race	8.8%	10.2%	7.2%

Race of Non Hispanics

Non Hispanics	2,964	11,777	64,547
American Indian	0.1%	0.3%	0.4%
Asian	4.4%	4.3%	6.1%
Black	0.6%	0.8%	0.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	91.7%	92.2%	89.8%
Other	0.2%	0.1%	0.1%
Multi-Race	2.6%	2.0%	2.3%

Marital Status:

Age 15 + Population	2,228	9,581	55,997
Divorced	7.8%	7.3%	10.6%
Never Married	21.3%	20.8%	25.0%
Now Married	68.6%	69.0%	60.9%

Now Married - Separated	1.9%	1.6%	1.0%
Widowed	2.1%	2.7%	3.3%

Educational Attainment:

Total Population Age 25+	2,034	8,639	48,515
Grade K - 8	0.5%	1.0%	1.8%
Grade 9 - 12	3.3%	3.7%	4.0%
High School Graduate	16.1%	17.4%	19.2%
Associates Degree	7.8%	7.0%	7.5%
Bachelor's Degree	30.2%	32.2%	29.8%
Graduate Degree	18.6%	17.7%	15.3%
Some College, No Degree	22.7%	20.4%	21.6%

Household Income:

Income \$ 0 - \$9,999	1.8%	2.2%	3.2%
Income \$ 10,000 - \$14,999	0.5%	0.5%	1.6%
Income \$ 15,000 - \$24,999	3.1%	2.6%	4.7%
Income \$ 25,000 - \$34,999	2.8%	3.3%	5.1%
Income \$ 35,000 - \$49,999	6.0%	6.1%	9.5%
Income \$ 50,000 - \$74,999	19.4%	19.1%	20.3%
Income \$ 75,000 - \$99,999	21.0%	21.8%	17.3%
Income \$100,000 - \$124,999	15.6%	15.2%	14.8%
Income \$125,000 - \$149,999	11.7%	10.6%	9.0%
Income \$150,000 +	17.6%	18.2%	13.9%
Average Household Income	\$119,475	\$120,437	\$102,132
Median Household Income	\$93,888	\$92,996	\$82,120
Per Capita Income	\$39,997	\$43,603	\$35,930

Vehicles Available

0 Vehicles Available	1.2%	1.7%	1.8%
1 Vehicle Available	14.0%	12.5%	21.7%
2+ Vehicles Available	84.7%	85.7%	76.3%
Average Vehicles Per Household	2.52	2.51	2.22
Total Vehicles Available	2,729	11,695	58,827

2000 Census Demographics:

Total Population	54	2,710	41,373
Total Households	19	927	14,527
Female Population	26	1,323	20,638
% Female	47.9%	48.8%	49.8%
Male Population	28	1,387	20,735
% Male	52.0%	51.1%	50.1%

Age:

Age 0 - 4	5.0%	5.0%	8.5%
Age 5 - 14	13.0%	16.7%	16.5%
Age 15 - 19	6.0%	8.0%	6.7%
Age 20 - 24	3.3%	3.1%	4.7%

Age 25 - 34	7.3%	7.8%	16.6%
Age 35 - 44	16.3%	20.9%	20.5%
Age 45 - 54	18.7%	19.4%	14.3%
Age 55 - 64	11.9%	11.6%	6.4%
Age 65 - 74	6.2%	4.6%	3.3%
Age 75 - 84	1.5%	1.4%	1.6%
Age 85 +	0.5%	0.5%	0.4%

Median Age	41.2	39.8	33.3
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Housing Units Trend

Total Housing Units	19	950	14,938
Owner Occupied Housing Units	95.9%	90.1%	82.3%
Renter Occupied Housing Units	6.8%	8.1%	16.4%
Vacant Housing Units	2.4%	2.5%	2.7%

Race and Ethnicity

American Indian, Eskimo, Aleut	0.5%	0.6%	0.8%
Asian	0.4%	0.9%	3.1%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.2%	0.5%	0.7%
White	94.4%	92.2%	86.6%
Other	2.0%	3.6%	5.8%
Two or More Races	2.2%	1.9%	2.6%
Hispanic Ethnicity	5.0%	9.0%	14.4%
Not of Hispanic Ethnicity	94.9%	90.9%	85.5%

Marital Status:

Age 15 + Population	39	2,108	30,969
Divorced	0.0%	1.6%	10.9%
Never Married	0.0%	5.4%	24.3%
Now Married	0.0%	24.8%	62.8%
Separated	0.0%	0.4%	2.8%
Widowed	0.0%	0.6%	2.7%

Educational Attainment:

Total Population Age 25+	0	621	27,441
Grade K - 9	N/A%	3.3%	2.7%
Grade 9 - 11, No diploma	N/A%	6.1%	4.4%
High School Graduate	N/A%	24.6%	20.4%
Associates Degree	N/A%	8.8%	7.8%
Bachelor's Degree	N/A%	18.9%	26.7%
Graduate Degree	N/A%	14.9%	13.6%
Some College, No Degree	N/A%	22.9%	23.1%
No Schooling Completed	N/A%	0.2%	0.9%
Public School Enrollment	N/A%	92.9%	85.5%
Private School Enrollment	N/A%	7.0%	14.4%

Household Income:

Income \$ 0 - \$9,999	0.0%	0.2%	4.2%
Income \$ 10,000 - \$14,999	0.0%	0.2%	2.7%
Income \$ 15,000 - \$24,999	0.0%	1.5%	6.7%
Income \$ 25,000 - \$34,999	0.0%	3.9%	9.9%
Income \$ 35,000 - \$49,999	0.0%	2.3%	14.4%
Income \$ 50,000 - \$74,999	0.0%	7.8%	29.4%
Income \$ 75,000 - \$99,999	0.0%	5.4%	18.5%
Income \$100,000 - \$124,999	0.0%	5.8%	9.5%
Income \$125,000 - \$149,999	0.0%	1.8%	4.2%
Income \$150,000 - \$199,999	0.0%	1.5%	3.4%
Income \$200,000 or More	0.0%	2.4%	3.7%
Average Household Income	\$0	\$30,378	\$78,588
Median Household Income	\$N/A	\$76,639	\$62,539
Per Capita Income	\$0	\$10,389	\$27,594

Vehicles Available

0 Vehicles Available	0.0%	0.9%	2.5%
1 Vehicle Available	0.0%	2.2%	25.9%
2 Vehicles Available	0.0%	16.3%	52.6%
3+ Vehicles Available	0.0%	15.5%	25.8%
Average Vehicles Per Household	0.00	0.90	2.10
Total Vehicles Available	0	811	31,745

Population Trend

2000	54	2,710	41,373
2010	3,229	12,851	75,084
Change 2000 to 2010	5,926.4%	374.2%	81.4%
2013B	3,767	15,282	81,384
2018	4,992	19,139	94,910
Change 2013B to 2018	32.5%	25.2%	16.6%

Household Trend

2000	19	927	14,527
2010	1,081	4,652	26,410
Change 2000 to 2010	5,703.7%	402.0%	81.8%
2013B	1,256	5,574	28,679
2018	1,661	7,048	33,654
Change 2013B to 2018	32.2%	26.4%	17.3%

Average Household Size Trend

2000	2.7	2.8	2.7
2010	3.0	2.7	2.8
Change 2000 to 2010	8.7%	-3.8%	1.5%
2013B	3.0	2.7	2.8
2018	3.0	2.7	2.8
Change 2013B to 2018	0.2%	0.5%	0.3%

Median Age Trend

2000	41.2	39.8	33.3
2010	33.8	37.0	36.0
2013B	34.5	38.6	36.6
2018	34.7	38.6	37.1

Housing Units Trend

Total Housing Units

Change 2999 to 2010	5,871.1%	421.2%	85.1%
Change 2013B to 2018	32.5%	26.9%	17.5%

Owner Occupied Housing Units

Change 2000 to 2010	5,178.6%	390.7%	82.6%
Change 2013B to 2018	31.5%	25.8%	18.0%

Renter Occupied Housing Units

Change 2000 to 2010	8,566.8%	482.2%	60.4%
Change 2013B to 2018	37.9%	31.4%	13.6%

Vacant Housing Units

Change 2000 to 2010	12,574.8%	1,146.8%	200.6%
Change 2013B to 2018	40.6%	39.1%	25.8%

Race and Ethnicity Trend

American Indian, Eskimo, Aleut

Change 2000 to 2010	3,578.5%	225.3%	33.2%
Change 2013B to 2018	47.1%	29.1%	17.4%

Asian or Pacific Islander

Change 2000 to 2010	51,691.1%	1,859.1%	204.2%
Change 2013B to 2018	50.0%	44.0%	32.7%

Asian

Change 2013B to 2018	50.1%	44.0%	32.8%
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Hawaiian/Pacific Islander

Change 2013B to 2018	48.3%	38.5%	23.6%
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Black

Change 2000 to 2010	15,925.4%	635.5%	124.5%
Change 2013B to 2018	43.5%	33.2%	24.3%

White

Change 2000 to 2010	5,616.1%	361.6%	79.5%
Change 2013B to 2018	30.9%	23.6%	15.4%

Other

Change 2000 to 2010	6,399.2%	170.2%	31.6%
Change 2013B to 2018	33.7%	28.1%	7.8%

Two or More Races

Change 2000 to 2010	8,447.2%	568.8%	110.2%
Change 2013B to 2018	47.6%	41.9%	27.8%

Hispanic Ethnicity

Change 2000 to 2010	9,771.5%	339.4%	75.7%
Change 2013B to 2018	48.2%	38.1%	20.6%

Not of Hispanic Ethnicity

1 Mile: Hwy. 7 & Sheridan 3 Miles: Hwy. 7 & Sheridan 5 Miles: Hwy. 7 & Sheridan

Change 2000 to 2010	5,723.8%	377.6%	82.4%
Change 2013B to 2018	31.0%	24.0%	15.9%

**Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).*

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Demographic Detail Comparison

Geography: 10 Miles: Hwy. 7 & Sheridan, 15 Miles: Hwy. 7 & Sheridan, 20 Miles: Hwy. 7 & Sheridan

10 Miles: Hwy. 7 & Sheridan 15 Miles: Hwy. 7 & Sheridan 20 Miles: Hwy. 7 & Sheridan

2013B Demographics:

Employees	149,276	397,921	758,899
Establishments*	15,548	41,579	77,046
Total Population	418,942	955,246	1,502,420
Total Households	154,918	358,445	593,903
Female Population	210,954	478,138	747,922
% Female	50.35	50.04	49.78
Male Population	207,988	477,108	754,497
% Male	49.64	49.95	50.21
Population Density (per Sq. Mi.)	1,567.71	1,518.36	1,321.54

Age:

Age 0 - 4	7.3%	6.9%	7.0%
Age 5 - 14	15.2%	14.2%	13.3%
Age 15 - 19	6.4%	6.9%	6.2%
Age 20 - 24	6.1%	7.8%	7.5%
Age 25 - 34	14.6%	14.7%	16.5%
Age 35 - 44	15.3%	14.3%	14.6%
Age 45 - 54	14.7%	13.9%	13.5%
Age 55 - 64	11.2%	11.1%	11.0%
Age 65 - 74	5.2%	5.6%	5.6%
Age 75 - 84	2.5%	2.9%	3.0%
Age 85 +	0.9%	1.2%	1.3%
Median Age	35.1	34.4	34.5

Housing Units

Total Housing Units	157,206	364,110	607,645
Occupied Housing Units	98.5%	98.4%	97.7%
Vacant Housing Units	1.4%	1.5%	2.2%

Housing Units by Tenure

Occupied Housing Units	154,918	358,445	593,903
Owner Occupied Housing Units	109,388	234,931	349,705
Owner Occupied free and clear	11.9%	13.1%	11.9%
Owner Occupied with a mortgage or loan	58.6%	52.3%	46.9%
Renter Occupied Housing Units	29.3%	34.4%	41.1%

Race and Ethnicity

American Indian, Eskimo, Aleut	0.8%	1.0%	1.1%
Asian	4.9%	3.8%	3.3%
Black	1.4%	1.4%	4.2%
Hawaiian/Pacific Islander	0.1%	0.0%	0.1%
White	81.9%	81.1%	77.6%
Other	7.1%	8.8%	9.7%

Multi-Race	3.5%	3.5%	3.7%
Hispanic Ethnicity	21.7%	25.5%	27.2%
Not of Hispanic Ethnicity	78.2%	74.4%	72.7%

Race of Hispanics

Hispanics	91,160	243,909	409,345
American Indian	1.9%	2.1%	2.2%
Asian	0.4%	0.3%	0.2%
Black	0.7%	0.7%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	57.2%	55.9%	54.5%
Other	32.4%	34.0%	35.1%
Multi-Race	7.1%	6.7%	6.6%

Race of Non Hispanics

Non Hispanics	327,782	711,338	1,093,075
American Indian	0.5%	0.6%	0.7%
Asian	6.1%	5.0%	4.4%
Black	1.6%	1.7%	5.4%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	88.7%	89.8%	86.2%
Other	0.1%	0.1%	0.2%
Multi-Race	2.5%	2.4%	2.6%

Marital Status:

Age 15 + Population	324,403	752,706	1,195,943
Divorced	11.2%	11.3%	11.9%
Never Married	28.8%	32.2%	35.0%
Now Married	56.0%	52.1%	48.6%
Now Married - Separated	1.6%	1.6%	1.8%
Widowed	3.8%	4.3%	4.3%

Educational Attainment:

Total Population Age 25+	271,411	611,224	988,673
Grade K - 8	2.6%	3.9%	4.8%
Grade 9 - 12	6.5%	7.3%	7.7%
High School Graduate	23.4%	23.4%	22.1%
Associates Degree	7.6%	7.0%	6.5%
Bachelor's Degree	24.4%	22.3%	23.1%
Graduate Degree	13.1%	13.0%	13.9%
Some College, No Degree	21.6%	21.6%	20.4%

Household Income:

Income \$ 0 - \$9,999	3.4%	5.2%	6.9%
Income \$ 10,000 - \$14,999	2.4%	3.7%	4.8%
Income \$ 15,000 - \$24,999	6.8%	8.6%	9.9%
Income \$ 25,000 - \$34,999	7.5%	8.8%	9.5%
Income \$ 35,000 - \$49,999	12.5%	13.2%	13.4%
Income \$ 50,000 - \$74,999	20.4%	19.2%	18.2%

Income \$ 75,000 - \$99,999	16.2%	14.6%	12.8%
Income \$100,000 - \$124,999	12.2%	10.4%	9.1%
Income \$125,000 - \$149,999	6.9%	5.9%	5.3%
Income \$150,000 +	11.3%	9.9%	9.7%

Average Household Income	\$89,812	\$82,290	\$78,737
Median Household Income	\$70,812	\$62,774	\$56,687
Per Capita Income	\$33,254	\$31,127	\$31,432

Vehicles Available

0 Vehicles Available	3.1%	4.8%	8.0%
1 Vehicle Available	28.6%	30.8%	33.9%
2+ Vehicles Available	68.1%	64.3%	58.0%
Average Vehicles Per Household	2.07	2.03	1.93
Total Vehicles Available	321,679	730,047	1,146,685

2018 Demographics:

Total Population	458,208	1,022,281	1,588,127
Total Households	170,976	386,904	634,565
Female Population	230,054	510,463	788,744
% Female	50.2%	49.9%	49.6%
Male Population	228,153	511,819	799,383
% Male	49.7%	50.0%	50.3%

Age:

Age 0 - 4	7.3%	7.0%	7.0%
Age 5 - 14	14.9%	14.0%	13.2%
Age 15 - 19	6.1%	6.6%	5.9%
Age 20 - 24	5.8%	7.3%	7.0%
Age 25 - 34	14.8%	15.0%	16.7%
Age 35 - 44	14.9%	14.0%	14.4%
Age 45 - 54	13.6%	12.9%	12.6%
Age 55 - 64	11.9%	11.7%	11.5%
Age 65 - 74	6.6%	6.8%	6.7%
Age 75 - 84	2.7%	3.0%	3.1%
Age 85 +	0.9%	1.2%	1.3%
Median Age	35.5	34.9	34.9

Housing Units

Total Housing Units	173,556	392,955	648,967
Occupied Housing Units	98.5%	98.4%	97.7%
Vacant Housing Units	1.4%	1.5%	2.2%

Housing Units by Tenure

Owner Occupied Housing Units	120,459	254,090	374,907
Owner Occupied free and clear	11.7%	12.8%	11.6%
Owner Occupied with a mortgage or loan	58.6%	52.7%	47.3%

Renter Occupied Housing Units	29.5%	34.3%	40.9%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.9%	1.1%	1.2%
Asian	5.4%	4.2%	3.6%
Black	1.5%	1.5%	4.2%
Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
White	80.9%	80.3%	77.2%
Other	7.0%	8.6%	9.3%
Multi-Race	3.9%	3.9%	4.1%
Hispanic Ethnicity	23.1%	26.9%	28.4%
Not of Hispanic Ethnicity	76.8%	73.0%	71.5%
Race of Hispanics			
Hispanics	105,927	275,625	452,017
American Indian	2.0%	2.2%	2.4%
Asian	0.4%	0.3%	0.3%
Black	0.8%	0.8%	1.1%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	58.6%	57.5%	56.2%
Other	29.9%	31.5%	32.4%
Multi-Race	7.9%	7.4%	7.3%
Race of Non Hispanics			
Non Hispanics	352,281	746,657	1,136,110
American Indian	0.5%	0.6%	0.7%
Asian	6.9%	5.6%	5.0%
Black	1.7%	1.8%	5.4%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	87.6%	88.8%	85.5%
Other	0.1%	0.1%	0.1%
Multi-Race	2.7%	2.6%	2.8%
Marital Status:			
Age 15 + Population	356,036	807,141	1,265,480
Divorced	11.1%	11.2%	11.9%
Never Married	28.9%	32.0%	34.9%
Now Married	56.0%	52.3%	48.8%
Now Married - Separated	1.6%	1.6%	1.9%
Widowed	3.8%	4.2%	4.2%
Educational Attainment:			
Total Population Age 25+	301,141	663,994	1,059,636
Grade K - 9	2.6%	3.9%	4.7%
Grade 9 - 12	6.3%	7.1%	7.5%
High School Graduate	22.8%	23.0%	21.7%
Associates Degree	7.6%	7.0%	6.6%
Bachelor's Degree	24.8%	22.7%	23.5%
Graduate Degree	13.4%	13.3%	14.2%

Some College, No Degree	21.5%	21.6%	20.4%
Household Income:			
Income \$ 0 - \$9,999	2.4%	3.8%	5.4%
Income \$ 10,000 - \$14,999	2.2%	3.5%	4.5%
Income \$ 15,000 - \$24,999	5.7%	7.4%	8.8%
Income \$ 25,000 - \$34,999	6.4%	7.7%	8.6%
Income \$ 35,000 - \$49,999	10.8%	11.9%	12.2%
Income \$ 50,000 - \$74,999	17.9%	17.2%	16.9%
Income \$ 75,000 - \$99,999	16.4%	15.3%	13.6%
Income \$100,000 - \$124,999	14.5%	12.6%	10.9%
Income \$125,000 - \$149,999	8.9%	7.6%	6.7%
Income \$150,000 +	14.4%	12.5%	11.9%
Average Household Income	\$102,087	\$93,568	\$88,782
Median Household Income	\$81,208	\$72,487	\$65,039
Per Capita Income	\$38,132	\$35,646	\$35,766
Vehicles Available			
0 Vehicles Available	3.1%	4.7%	7.8%
1 Vehicle Available	28.6%	30.5%	33.6%
2+ Vehicles Available	68.2%	64.6%	58.4%
Average Vehicles Per Household	2.07	2.04	1.93
Total Vehicles Available	355,479	790,206	1,229,398
2010 Demographics:			
Total Population	398,273	910,112	1,420,472
Total Households	146,880	340,934	559,267
Female Population	200,767	455,917	707,910
% Female	50.40	50.09	49.84
Male Population	197,506	454,195	712,562
% Male	49.59	49.90	50.15
Population Density (per Sq. Mi.)	1,292.41	1,258.29	1,119.88
Age:			
Age 0 - 4	7.5%	7.2%	7.1%
Age 5 - 14	15.4%	14.2%	13.3%
Age 15 - 19	6.5%	7.0%	6.5%
Age 20 - 24	5.8%	7.5%	7.4%
Age 25 - 34	14.7%	14.8%	16.4%
Age 35 - 44	15.6%	14.4%	14.6%
Age 45 - 54	15.1%	14.2%	13.9%
Age 55 - 64	10.7%	10.7%	10.7%
Age 65 - 74	4.9%	5.3%	5.4%
Age 75 - 84	2.4%	2.9%	3.0%
Age 85 +	0.8%	1.1%	1.2%
Median Age	34.8	34.3	34.4

Housing Units

Total Housing Units	173,556	392,955	648,967
Occupied Housing Units	98.5%	98.4%	97.7%
Vacant Housing Units	1.4%	1.5%	2.2%

Housing Units by Tenure

Owner Occupied Housing Units	105,551	228,528	339,690
Owner Occupied free and clear	11.7%	12.9%	11.9%
Owner Occupied with a mortgage or loan	60.1%	54.0%	48.8%
Renter Occupied Housing Units	28.1%	32.9%	39.2%

Race and Ethnicity

American Indian, Eskimo, Aleut	0.8%	1.0%	1.1%
Asian	4.8%	3.7%	3.2%
Black	1.3%	1.3%	4.2%
Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
White	82.3%	81.6%	77.8%
Other	7.2%	8.8%	9.8%
Multi-Race	3.3%	3.2%	3.5%
Hispanic Ethnicity	21.1%	24.8%	26.8%
Not of Hispanic Ethnicity	78.8%	75.1%	73.1%

Race of Hispanics

Hispanics	84,390	226,310	380,789
American Indian	1.9%	2.0%	2.2%
Asian	0.4%	0.3%	0.2%
Black	0.7%	0.6%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	56.8%	55.4%	54.0%
Other	33.2%	35.1%	36.0%
Multi-Race	6.7%	6.2%	6.2%

Race of Non Hispanics

Non Hispanics	313,883	683,802	1,039,683
American Indian	0.5%	0.6%	0.7%
Asian	6.0%	4.9%	4.3%
Black	1.5%	1.5%	5.4%
Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
White	89.2%	90.3%	86.5%
Other	0.1%	0.1%	0.2%
Multi-Race	2.4%	2.3%	2.5%

Marital Status:

Age 15 + Population	306,741	714,426	1,128,372
Divorced	11.4%	11.5%	12.0%
Never Married	29.1%	31.6%	34.3%
Now Married	55.9%	52.7%	49.4%

Now Married - Separated	1.8%	1.6%	1.8%
Widowed	3.5%	4.0%	4.1%

Educational Attainment:

Total Population Age 25+	257,240	581,024	930,557
Grade K - 8	2.7%	4.0%	5.0%
Grade 9 - 12	6.6%	7.4%	7.7%
High School Graduate	23.5%	23.5%	22.3%
Associates Degree	7.4%	6.8%	6.4%
Bachelor's Degree	24.4%	22.3%	23.0%
Graduate Degree	13.0%	13.0%	13.7%
Some College, No Degree	21.5%	21.7%	20.5%

Household Income:

Income \$ 0 - \$9,999	3.3%	5.2%	6.8%
Income \$ 10,000 - \$14,999	2.5%	3.7%	4.8%
Income \$ 15,000 - \$24,999	6.9%	8.7%	10.0%
Income \$ 25,000 - \$34,999	7.7%	9.0%	9.8%
Income \$ 35,000 - \$49,999	13.2%	14.1%	14.2%
Income \$ 50,000 - \$74,999	21.0%	19.8%	18.5%
Income \$ 75,000 - \$99,999	16.1%	14.3%	12.6%
Income \$100,000 - \$124,999	12.4%	10.4%	9.2%
Income \$125,000 - \$149,999	6.6%	5.7%	5.1%
Income \$150,000 +	9.9%	8.7%	8.6%
Average Household Income	\$87,461	\$79,956	\$76,829
Median Household Income	\$68,807	\$60,532	\$55,050
Per Capita Income	\$32,299	\$30,190	\$30,558

Vehicles Available

0 Vehicles Available	3.1%	4.8%	8.0%
1 Vehicle Available	28.7%	30.6%	33.7%
2+ Vehicles Available	68.1%	64.4%	58.1%
Average Vehicles Per Household	2.07	2.04	1.93
Total Vehicles Available	305,354	695,801	1,083,619

2000 Census Demographics:

Total Population	307,302	755,440	1,235,569
Total Households	111,294	280,797	477,191
Female Population	153,290	375,380	610,538
% Female	49.8%	49.6%	49.4%
Male Population	154,012	380,067	625,043
% Male	50.1%	50.3%	50.5%

Age:

Age 0 - 4	7.8%	7.1%	7.1%
Age 5 - 14	16.0%	14.7%	14.1%
Age 15 - 19	6.9%	7.5%	7.0%
Age 20 - 24	6.0%	7.9%	7.8%

Age 25 - 34	16.6%	16.0%	17.1%
Age 35 - 44	19.0%	17.3%	16.9%
Age 45 - 54	14.1%	13.7%	13.5%
Age 55 - 64	6.8%	7.3%	7.3%
Age 65 - 74	3.8%	4.6%	4.7%
Age 75 - 84	1.9%	2.6%	3.0%
Age 85 +	0.5%	0.8%	1.0%

Median Age	33.0	32.8	33.0
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Housing Units Trend

Total Housing Units	114,815	288,932	495,648
Owner Occupied Housing Units	74.5%	67.7%	59.9%
Renter Occupied Housing Units	22.5%	29.4%	36.3%
Vacant Housing Units	3.0%	2.8%	3.7%

Race and Ethnicity

American Indian, Eskimo, Aleut	0.8%	0.9%	1.0%
Asian	3.6%	3.1%	2.6%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	1.1%	1.0%	5.2%
White	85.6%	84.0%	77.2%
Other	6.0%	7.9%	10.6%
Two or More Races	2.6%	2.7%	3.1%

Hispanic Ethnicity	15.1%	18.7%	23.5%
Not of Hispanic Ethnicity	84.8%	81.2%	76.4%

Marital Status:

Age 15 + Population	233,646	590,157	972,067
Divorced	12.3%	11.1%	13.6%
Never Married	28.0%	28.3%	35.8%
Now Married	63.4%	53.5%	54.7%
Separated	3.7%	4.0%	6.1%
Widowed	4.0%	4.1%	5.7%

Educational Attainment:

Total Population Age 25+	216,287	482,049	923,765
Grade K - 9	2.8%	3.7%	5.2%
Grade 9 - 11, No diploma	8.4%	8.3%	10.0%
High School Graduate	25.3%	23.9%	22.5%
Associates Degree	7.6%	6.8%	5.9%
Bachelor's Degree	20.8%	21.3%	21.4%
Graduate Degree	9.6%	11.6%	11.7%
Some College, No Degree	24.3%	23.1%	21.7%
No Schooling Completed	0.8%	0.9%	1.3%

Public School Enrollment	86.4%	86.7%	84.6%
Private School Enrollment	13.5%	13.2%	15.3%

Household Income:

Income \$ 0 - \$9,999	4.4%	5.5%	8.9%
Income \$ 10,000 - \$14,999	3.2%	3.8%	5.8%
Income \$ 15,000 - \$24,999	8.6%	9.1%	12.9%
Income \$ 25,000 - \$34,999	12.6%	11.8%	15.2%
Income \$ 35,000 - \$49,999	19.3%	17.0%	20.0%
Income \$ 50,000 - \$74,999	29.2%	24.0%	25.0%
Income \$ 75,000 - \$99,999	17.4%	14.1%	13.8%
Income \$100,000 - \$124,999	8.5%	7.2%	7.0%
Income \$125,000 - \$149,999	3.9%	3.5%	3.4%
Income \$150,000 - \$199,999	3.0%	2.8%	2.9%
Income \$200,000 or More	2.5%	2.2%	2.8%
Average Household Income	\$75,279	\$65,427	\$71,222
Median Household Income	\$56,369	\$53,093	\$46,646
Per Capita Income	\$27,264	\$24,319	\$27,507

Vehicles Available

0 Vehicles Available	4.3%	5.2%	10.5%
1 Vehicle Available	30.9%	30.1%	42.1%
2 Vehicles Available	51.2%	43.1%	44.2%
3+ Vehicles Available	26.3%	22.9%	21.1%
Average Vehicles Per Household	2.20	1.89	2.00
Total Vehicles Available	248,500	547,589	968,195

Population Trend

2000	307,302	755,440	1,235,569
2010	398,273	910,112	1,420,472
Change 2000 to 2010	29.6%	20.4%	14.9%
2013B	418,942	955,246	1,502,420
2018	458,208	1,022,281	1,588,127
Change 2013B to 2018	9.3%	7.0%	5.7%

Household Trend

2000	111,294	280,797	477,191
2010	146,880	340,934	559,267
Change 2000 to 2010	31.9%	21.4%	17.1%
2013B	154,918	358,445	593,903
2018	170,976	386,904	634,565
Change 2013B to 2018	10.3%	7.9%	6.8%

Average Household Size Trend

2000	2.7	2.6	2.5
2010	2.7	2.6	2.4
Change 2000 to 2010	-1.4%	0.4%	-1.8%
2013B	2.7	2.6	2.4
2018	2.6	2.6	2.4
Change 2013B to 2018	0.4%	0.2%	0.4%

Median Age Trend

2000	33.0	32.8	33.0
2010	34.8	34.3	34.4
2013B	35.1	34.4	34.5
2018	35.5	34.9	34.9

Housing Units Trend**Total Housing Units**

Change 2999 to 2010	34.0%	24.0%	20.2%
Change 2013B to 2018	10.4%	7.9%	6.8%

Owner Occupied Housing Units

Change 2000 to 2010	23.3%	16.6%	14.2%
Change 2013B to 2018	10.1%	8.1%	7.2%

Renter Occupied Housing Units

Change 2000 to 2010	59.7%	32.2%	21.9%
Change 2013B to 2018	10.9%	7.5%	6.3%

Vacant Housing Units

Change 2000 to 2010	98.7%	116.6%	98.9%
Change 2013B to 2018	12.7%	6.8%	4.8%

Race and Ethnicity Trend**American Indian, Eskimo, Aleut**

Change 2000 to 2010	33.5%	34.2%	24.3%
Change 2013B to 2018	15.5%	14.3%	12.1%

Asian or Pacific Islander

Change 2000 to 2010	71.7%	46.0%	42.6%
Change 2013B to 2018	21.2%	17.8%	15.7%

Asian

Change 2013B to 2018	21.4%	18.0%	16.0%
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Hawaiian/Pacific Islander

Change 2013B to 2018	10.5%	9.5%	8.4%
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Black

Change 2000 to 2010	54.0%	47.6%	-5.6%
Change 2013B to 2018	16.6%	15.2%	4.8%

White

Change 2000 to 2010	24.5%	16.9%	15.9%
Change 2013B to 2018	8.0%	5.9%	5.1%

Other

Change 2000 to 2010	54.4%	34.1%	5.9%
Change 2013B to 2018	7.4%	4.5%	2.0%

Two or More Races

Change 2000 to 2010	65.4%	43.6%	30.1%
Change 2013B to 2018	21.4%	19.3%	16.3%

Hispanic Ethnicity

Change 2000 to 2010	81.0%	59.4%	30.8%
Change 2013B to 2018	16.1%	13.0%	10.4%

Not of Hispanic Ethnicity

10 Miles: Hwy. 7 & Sheridan 15 Miles: Hwy. 7 & Sheridan 20 Miles: Hwy. 7 & Sheridan

Change 2000 to 2010	20.4%	11.4%	10.0%
Change 2013B to 2018	7.4%	4.9%	3.9%

**Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).*

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Consumer Expenditure Comparison

Geography: 1 Mile: Hwy. 7 & Sheridan, 3 Miles: Hwy. 7 & Sheridan, 5 Miles: Hwy. 7 & Sheridan

	1 Mile: Hwy. 7 & Sheridan	3 Miles: Hwy. 7 & Sheridan	5 Miles: Hwy. 7 & Sheridan
2013B Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	1,256	5,574	28,679
Median Household Income	\$96,119	\$94,259	\$85,025
Total Average Household Expenditure	\$76,391	\$75,615	\$70,862
Airline Fares	\$625.01	\$652.72	\$594.08
Alcoholic beverages purchased on trips	\$97.01	\$101.50	\$87.96
Alimony Expenditures	\$119.56	\$149.06	\$105.68
Alteration, Repair and Tailoring of Apparel and Accessories	\$10.86	\$11.55	\$10.56
Apparel and Services for Children Under 2	\$76.64	\$62.86	\$62.70
Apparel Laundry and Dry Cleaning not coin-operated	\$95.76	\$94.29	\$85.34
Audio Equipment and Sound Components	\$12.02	\$11.56	\$10.91
Books thru book clubs	\$6.24	\$6.83	\$6.07
Books not thru book clubs	\$79.95	\$82.68	\$73.32
Boys' active sportswear	\$3.41	\$2.81	\$2.60
Cash contributions to charities, church, religious, educational, political and other organizations	\$1,452.04	\$1,718.93	\$1,423.24
CDs, Records, Audio Tapes	\$13.60	\$13.84	\$13.14
Cellular Phone Service	\$1,024.72	\$961.99	\$960.78
Child Support Expenditures	\$418.27	\$343.55	\$350.41
College Tuition	\$936.25	\$975.94	\$996.11
Computers and Computer Hardware for nonbusiness use	\$275.86	\$270.27	\$251.02
Computer information services	\$529.71	\$506.98	\$484.17
Coolant, brake fluid, transmission fluid, and other additives	\$5.66	\$5.65	\$5.79
Cosmetics, perfume, bath preparations	\$262.94	\$265.81	\$245.28
Deodorants, feminine hygiene, miscellaneous personal care	\$51.57	\$49.67	\$47.24
Electricity	\$1,356.72	\$1,371.44	\$1,318.26
Fees for Recreational Lessons	\$213.36	\$176.05	\$169.86
Finance Charges Excluding Mortgage And Vehicle	\$351.75	\$304.43	\$288.37
Floor Coverings, Nonpermanent	\$29.19	\$31.96	\$25.73
Food or Board at School	\$71.14	\$72.62	\$74.32
Food on out-of-town trips	\$421.16	\$450.63	\$392.87
Funeral Expenses	\$73.14	\$88.26	\$95.04
Furniture	\$522.98	\$512.99	\$472.62
Gasoline And Motor Oil	\$3,645.21	\$3,491.13	\$3,377.73
Gifts of Movie, Theatre, Amusement Parks, and Other	\$10.99	\$11.48	\$10.98
Girls' Active Sportswear	\$30.75	\$26.73	\$28.00
Hair Care Products	\$106.01	\$103.71	\$97.31
Hospital Room and Services	\$191.52	\$190.63	\$184.19
Health Care Insurance	\$538.05	\$529.76	\$495.83
Health Maintenance Organization (not BCBS)	\$493.50	\$491.33	\$458.63
Housekeeping Services	\$220.18	\$256.00	\$210.43
Household Textiles	\$199.31	\$207.37	\$182.13

	1 Mile: Hwy. 7 & Sheridan	3 Miles: Hwy. 7 & Sheridan	5 Miles: Hwy. 7 & Sheridan
Intracity Bus Fares	\$14.33	\$16.82	\$15.39
Intracity Mass Transit Fares	\$92.20	\$85.87	\$92.48
Jewelry	\$135.75	\$137.88	\$128.78
Legal fees	\$229.43	\$273.04	\$251.65
Life and Other Personal Insurance	\$449.11	\$474.48	\$427.31
Maintenance and Repair Services	\$1,495.35	\$1,677.98	\$1,473.98
Medical equipment for general use	\$4.82	\$5.73	\$4.92
Men's Suits	\$23.05	\$22.67	\$21.50
Miscellaneous fees	\$3.16	\$3.12	\$2.89
Mortgage interest and charges owned dwellings	\$7,302.81	\$6,649.88	\$6,247.55
Mortgage interest and charges owned vacation homes	\$160.30	\$171.40	\$148.03
Movie, Theater, Amusement parks, and Other	\$214.93	\$213.68	\$194.59
Natural Gas	\$435.10	\$441.75	\$416.52
New Cars	\$886.03	\$943.33	\$835.22
New Trucks	\$1,261.55	\$1,308.54	\$1,101.15
New Motorcycle	\$67.45	\$71.37	\$53.75
Newspaper, Magazine by Subscription	\$55.57	\$71.06	\$58.74
Oral Hygiene Products, Articles	\$48.18	\$48.06	\$45.25
Other Household Products	\$466.31	\$457.60	\$422.93
Other Home Services	\$24.28	\$29.23	\$26.26
Other Tobacco Products	\$271.37	\$269.13	\$275.41
Personal Care Services	\$430.74	\$446.51	\$403.87
Pet Purchase, Supplies, Medicine	\$256.74	\$247.96	\$236.80
Photo Processing	\$14.96	\$14.80	\$13.21
Portable Heating and Cooling Equipment	\$19.01	\$19.96	\$16.21
Property taxes owned dwellings	\$2,401.46	\$2,548.36	\$2,278.17
Property taxes owned vacation homes	\$179.09	\$250.49	\$198.94
Rent	\$3,783.73	\$3,228.19	\$3,683.67
Satellite Dishes	\$1.29	\$1.29	\$1.19
Shaving Needs	\$28.64	\$26.48	\$24.82
Small Electric Kitchen Appliances	\$38.57	\$40.46	\$36.10
Residential Telephone/Pay Phones	\$393.58	\$430.25	\$402.41
Televisions	\$120.12	\$117.64	\$113.26
Tobacco Products and Smoking supplies	\$271.37	\$269.13	\$275.41
Tolls or Electronic Toll Passes	\$60.57	\$55.57	\$51.97
Toys, Games, Arts and Crafts, and Tricycles	\$228.06	\$205.80	\$188.74
Used Cars	\$834.46	\$838.41	\$810.15
Used Trucks	\$982.30	\$798.76	\$814.50
VCR's and Video Disc Players	\$12.17	\$11.39	\$11.22
Vehicle Insurance	\$1,172.74	\$1,186.15	\$1,140.33
Vehicle Air Conditioning Repair	\$28.07	\$27.55	\$24.89
Vehicle Inspection	\$15.84	\$16.44	\$15.49
Video Game Hardware And Software	\$71.29	\$58.31	\$56.75
Watches	\$56.45	\$44.17	\$42.32
Women's Suits	\$9.41	\$9.71	\$9.06

	1 Mile: Hwy. 7 & Sheridan	3 Miles: Hwy. 7 & Sheridan	5 Miles: Hwy. 7 & Sheridan
	1 Mile: Hwy. 7 & Sheridan	3 Miles: Hwy. 7 & Sheridan	5 Miles: Hwy. 7 & Sheridan
2018 Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	1,661	7,048	33,654
Median Household Income	\$106,704	\$106,613	\$99,349
Total Average Household Expenditure	\$86,876	\$86,299	\$81,998
Airline Fares	\$736.66	\$772.17	\$721.87
Alcoholic beverages purchased on trips	\$113.40	\$120.51	\$106.48
Alimony Expenditures	\$138.75	\$180.31	\$131.56
Alteration, Repair and Tailoring of Apparel and Accessories	\$12.25	\$12.99	\$12.25
Apparel and Services for Children Under 2	\$85.31	\$70.75	\$71.14
Apparel Laundry and Dry Cleaning not coin-operated	\$107.81	\$106.51	\$98.90
Audio Equipment and Sound Components	\$14.03	\$13.30	\$12.83
Books thru book clubs	\$5.75	\$6.28	\$5.62
Books not thru book clubs	\$66.76	\$69.42	\$62.60
Boys' active sportswear	\$3.85	\$3.20	\$3.02
Cash contributions to charities, church, religious, educational, political and other organizations	\$1,635.49	\$1,942.85	\$1,651.60
CDs, Records, Audio Tapes	\$15.48	\$15.80	\$15.11
Cellular Phone Service	\$1,175.04	\$1,106.46	\$1,109.43
Child Support Expenditures	\$427.31	\$352.52	\$360.12
College Tuition	\$1,103.39	\$1,127.56	\$1,165.46
Computers and Computer Hardware for nonbusiness use	\$316.10	\$312.43	\$295.17
Computer information services	\$578.12	\$556.10	\$535.74
Coolant, brake fluid, transmission fluid, and other additives	\$6.50	\$6.53	\$6.63
Cosmetics, perfume, bath preparations	\$299.48	\$304.36	\$285.80
Deodorants, feminine hygiene, miscellaneous personal care	\$58.43	\$56.42	\$54.20
Electricity	\$1,571.92	\$1,591.14	\$1,536.84
Fees for Recreational Lessons	\$231.71	\$191.18	\$187.90
Finance Charges Excluding Mortgage And Vehicle	\$391.81	\$340.02	\$326.44
Floor Coverings, Nonpermanent	\$35.43	\$39.60	\$32.64
Food or Board at School	\$84.18	\$83.31	\$87.79
Food on out-of-town trips	\$503.93	\$543.87	\$484.54
Funeral Expenses	\$92.71	\$107.14	\$113.45
Furniture	\$589.48	\$583.20	\$545.98
Gasoline And Motor Oil	\$4,294.64	\$4,123.90	\$4,022.59
Gifts of Movie, Theatre, Amusement Parks, and Other	\$12.39	\$12.94	\$12.50
Girls' Active Sportswear	\$35.64	\$30.42	\$31.96
Hair Care Products	\$120.93	\$119.06	\$113.07
Hospital Room and Services	\$208.27	\$207.02	\$202.84
Health Care Insurance	\$575.37	\$566.16	\$538.26
Health Maintenance Organization (not BCBS)	\$537.28	\$534.88	\$507.06
Housekeeping Services	\$259.76	\$301.10	\$256.99
Household Textiles	\$236.24	\$249.44	\$222.62

	1 Mile: Hwy. 7 & Sheridan	3 Miles: Hwy. 7 & Sheridan	5 Miles: Hwy. 7 & Sheridan
Intracity Bus Fares	\$17.07	\$19.80	\$18.42
Intracity Mass Transit Fares	\$102.45	\$94.71	\$102.56
Jewelry	\$159.31	\$161.68	\$156.00
Legal fees	\$261.58	\$312.93	\$288.85
Life and Other Personal Insurance	\$519.51	\$547.86	\$504.50
Maintenance and Repair Services	\$1,495.35	\$1,677.98	\$1,473.98
Medical equipment for general use	\$5.54	\$6.57	\$5.71
Men's Suits	\$26.85	\$26.39	\$25.82
Miscellaneous fees	\$3.46	\$3.41	\$3.24
Mortgage interest and charges owned dwellings	\$8,115.63	\$7,436.03	\$7,101.96
Mortgage interest and charges owned vacation homes	\$185.83	\$199.00	\$177.81
Movie, Theater, Amusement parks, and Other	\$237.40	\$237.33	\$219.43
Natural Gas	\$518.00	\$526.25	\$501.81
New Cars	\$1,039.45	\$1,103.28	\$978.88
New Trucks	\$1,452.64	\$1,541.03	\$1,332.99
New Motorcycle	\$82.06	\$90.90	\$70.31
Newspaper, Magazine by Subscription	\$48.28	\$61.14	\$51.84
Oral Hygiene Products, Articles	\$55.10	\$55.18	\$52.34
Other Household Products	\$540.20	\$529.60	\$496.86
Other Home Services	\$27.89	\$32.95	\$30.55
Other Tobacco Products	\$327.91	\$325.72	\$331.19
Personal Care Services	\$497.31	\$516.92	\$476.54
Pet Purchase, Supplies, Medicine	\$290.67	\$281.31	\$270.25
Photo Processing	\$16.57	\$16.78	\$15.24
Portable Heating and Cooling Equipment	\$22.14	\$24.39	\$19.73
Property taxes owned dwellings	\$2,746.09	\$2,917.19	\$2,657.07
Property taxes owned vacation homes	\$213.00	\$293.06	\$241.88
Rent	\$4,310.60	\$3,685.26	\$4,149.01
Satellite Dishes	\$1.41	\$1.43	\$1.37
Shaving Needs	\$32.81	\$30.48	\$28.78
Small Electric Kitchen Appliances	\$44.20	\$46.97	\$42.46
Residential Telephone/Pay Phones	\$463.01	\$502.68	\$474.79
Televisions	\$168.47	\$165.81	\$160.88
Tobacco Products and Smoking supplies	\$327.91	\$325.72	\$331.19
Tolls or Electronic Toll Passes	\$69.89	\$63.86	\$60.64
Toys, Games, Arts and Crafts, and Tricycles	\$273.81	\$248.81	\$231.68
Used Cars	\$1,006.02	\$1,018.37	\$995.96
Used Trucks	\$1,116.49	\$911.69	\$934.63
VCR's and Video Disc Players	\$13.63	\$12.83	\$12.63
Vehicle Insurance	\$1,347.14	\$1,358.98	\$1,325.19
Vehicle Air Conditioning Repair	\$33.39	\$32.99	\$30.55
Vehicle Inspection	\$18.80	\$19.64	\$18.55
Video Game Hardware And Software	\$80.20	\$65.28	\$64.34
Watches	\$56.54	\$45.21	\$43.17
Women's Suits	\$11.16	\$11.31	\$10.80

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Consumer Expenditure Comparison

Geography: 10 Miles: Hwy. 7 & Sheridan, 15 Miles: Hwy. 7 & Sheridan, 20 Miles: Hwy. 7 & Sheridan

	10 Miles: Hwy. 7 & Sheridan	15 Miles: Hwy. 7 & Sheridan	20 Miles: Hwy. 7 & Sheridan
2013B Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	154,918	358,445	593,903
Median Household Income	\$70,812	\$62,774	\$56,687
Total Average Household Expenditure	\$64,635	\$60,487	\$57,485
Airline Fares	\$519.03	\$470.27	\$432.32
Alcoholic beverages purchased on trips	\$77.10	\$70.90	\$66.09
Alimony Expenditures	\$91.89	\$86.75	\$79.51
Alteration, Repair and Tailoring of Apparel and Accessories	\$9.50	\$8.74	\$8.22
Apparel and Services for Children Under 2	\$61.18	\$57.29	\$57.34
Apparel Laundry and Dry Cleaning not coin-operated	\$72.59	\$65.09	\$60.61
Audio Equipment and Sound Components	\$9.74	\$8.89	\$8.56
Books thru book clubs	\$5.78	\$5.65	\$5.28
Books not thru book clubs	\$64.60	\$59.89	\$56.27
Boys' active sportswear	\$2.10	\$1.81	\$1.69
Cash contributions to charities, church, religious, educational, political and other organizations	\$1,230.00	\$1,146.47	\$1,075.24
CDs, Records, Audio Tapes	\$12.55	\$12.10	\$11.75
Cellular Phone Service	\$927.58	\$882.08	\$858.75
Child Support Expenditures	\$320.69	\$297.36	\$292.06
College Tuition	\$935.75	\$915.82	\$870.89
Computers and Computer Hardware for nonbusiness use	\$223.40	\$204.47	\$192.43
Computer information services	\$451.62	\$423.43	\$407.57
Coolant, brake fluid, transmission fluid, and other additives	\$5.87	\$5.75	\$5.67
Cosmetics, perfume, bath preparations	\$221.58	\$206.72	\$193.66
Deodorants, feminine hygiene, miscellaneous personal care	\$44.43	\$42.31	\$40.95
Electricity	\$1,251.77	\$1,208.90	\$1,180.88
Fees for Recreational Lessons	\$135.56	\$117.07	\$106.46
Finance Charges Excluding Mortgage And Vehicle	\$255.84	\$236.06	\$225.84
Floor Coverings, Nonpermanent	\$21.12	\$19.08	\$17.55
Food or Board at School	\$60.82	\$53.21	\$46.65
Food on out-of-town trips	\$340.64	\$312.56	\$288.19
Funeral Expenses	\$97.37	\$95.17	\$90.35
Furniture	\$429.70	\$398.69	\$380.48
Gasoline And Motor Oil	\$3,168.96	\$2,998.92	\$2,881.69
Gifts of Movie, Theatre, Amusement Parks, and Other	\$10.10	\$9.64	\$9.25
Girls' Active Sportswear	\$22.92	\$19.82	\$18.10
Hair Care Products	\$88.34	\$82.90	\$78.42
Hospital Room and Services	\$169.37	\$158.81	\$149.46
Health Care Insurance	\$434.12	\$394.69	\$368.38
Health Maintenance Organization (not BCBS)	\$423.86	\$393.27	\$369.50
Housekeeping Services	\$173.58	\$158.75	\$143.87
Household Textiles	\$164.96	\$155.96	\$146.21

	10 Miles: Hwy. 7 & Sheridan	15 Miles: Hwy. 7 & Sheridan	20 Miles: Hwy. 7 & Sheridan
Intracity Bus Fares	\$14.59	\$14.13	\$13.35
Intracity Mass Transit Fares	\$94.34	\$90.68	\$90.51
Jewelry	\$117.50	\$108.96	\$100.92
Legal fees	\$234.59	\$230.71	\$223.78
Life and Other Personal Insurance	\$370.00	\$339.19	\$315.55
Maintenance and Repair Services	\$1,293.80	\$1,205.70	\$1,112.43
Medical equipment for general use	\$4.53	\$4.42	\$4.16
Men's Suits	\$19.60	\$17.98	\$16.94
Miscellaneous fees	\$2.33	\$2.00	\$1.78
Mortgage interest and charges owned dwellings	\$5,365.06	\$4,793.34	\$4,419.19
Mortgage interest and charges owned vacation homes	\$120.18	\$106.89	\$96.56
Movie, Theater, Amusement parks, and Other	\$172.31	\$158.84	\$149.34
Natural Gas	\$388.14	\$369.85	\$356.67
New Cars	\$767.60	\$725.01	\$689.61
New Trucks	\$940.78	\$848.37	\$779.02
New Motorcycle	\$42.39	\$37.60	\$34.71
Newspaper, Magazine by Subscription	\$52.03	\$50.07	\$46.65
Oral Hygiene Products, Articles	\$41.67	\$39.60	\$38.22
Other Household Products	\$376.02	\$353.42	\$334.20
Other Home Services	\$23.64	\$22.37	\$20.69
Other Tobacco Products	\$274.49	\$273.26	\$274.16
Personal Care Services	\$363.37	\$338.10	\$321.01
Pet Purchase, Supplies, Medicine	\$213.93	\$200.53	\$189.90
Photo Processing	\$11.81	\$10.91	\$10.22
Portable Heating and Cooling Equipment	\$14.11	\$13.98	\$13.10
Property taxes owned dwellings	\$1,963.13	\$1,795.95	\$1,651.06
Property taxes owned vacation homes	\$170.30	\$160.49	\$145.15
Rent	\$4,159.96	\$4,254.50	\$4,421.17
Satellite Dishes	\$1.17	\$1.12	\$1.11
Shaving Needs	\$23.05	\$21.46	\$20.32
Small Electric Kitchen Appliances	\$32.82	\$30.75	\$29.10
Residential Telephone/Pay Phones	\$375.10	\$362.52	\$350.51
Televisions	\$107.65	\$101.57	\$97.79
Tobacco Products and Smoking supplies	\$274.49	\$273.26	\$274.16
Tolls or Electronic Toll Passes	\$47.39	\$42.86	\$39.71
Toys, Games, Arts and Crafts, and Tricycles	\$166.40	\$152.75	\$145.28
Used Cars	\$777.26	\$741.65	\$707.37
Used Trucks	\$801.40	\$757.60	\$727.21
VCR's and Video Disc Players	\$10.16	\$9.35	\$9.00
Vehicle Insurance	\$1,059.99	\$994.50	\$943.78
Vehicle Air Conditioning Repair	\$21.96	\$20.14	\$18.94
Vehicle Inspection	\$14.84	\$14.25	\$13.64
Video Game Hardware And Software	\$51.63	\$47.50	\$45.22
Watches	\$40.88	\$40.79	\$40.53
Women's Suits	\$8.00	\$7.29	\$7.04

	10 Miles: Hwy. 7 & Sheridan	15 Miles: Hwy. 7 & Sheridan	20 Miles: Hwy. 7 & Sheridan
	10 Miles: Hwy. 7 & Sheridan	15 Miles: Hwy. 7 & Sheridan	20 Miles: Hwy. 7 & Sheridan
2018 Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	170,976	386,904	634,565
Median Household Income	\$81,208	\$72,487	\$65,039
Total Average Household Expenditure	\$74,821	\$70,240	\$66,623
Airline Fares	\$629.30	\$571.08	\$522.64
Alcoholic beverages purchased on trips	\$93.09	\$85.68	\$79.46
Alimony Expenditures	\$113.12	\$106.70	\$97.01
Alteration, Repair and Tailoring of Apparel and Accessories	\$11.01	\$10.15	\$9.50
Apparel and Services for Children Under 2	\$70.79	\$66.75	\$66.60
Apparel Laundry and Dry Cleaning not coin-operated	\$84.37	\$76.25	\$70.73
Audio Equipment and Sound Components	\$11.44	\$10.50	\$10.02
Books thru book clubs	\$5.38	\$5.25	\$4.83
Books not thru book clubs	\$54.96	\$51.00	\$47.79
Boys' active sportswear	\$2.43	\$2.12	\$1.98
Cash contributions to charities, church, religious, educational, political and other organizations	\$1,417.33	\$1,320.50	\$1,233.34
CDs, Records, Audio Tapes	\$14.39	\$13.92	\$13.48
Cellular Phone Service	\$1,075.01	\$1,027.11	\$999.64
Child Support Expenditures	\$334.01	\$312.50	\$307.91
College Tuition	\$1,087.48	\$1,063.56	\$1,003.12
Computers and Computer Hardware for nonbusiness use	\$262.80	\$241.65	\$226.93
Computer information services	\$500.31	\$470.69	\$452.98
Coolant, brake fluid, transmission fluid, and other additives	\$6.71	\$6.58	\$6.50
Cosmetics, perfume, bath preparations	\$258.74	\$242.27	\$226.65
Deodorants, feminine hygiene, miscellaneous personal care	\$51.10	\$48.68	\$47.07
Electricity	\$1,457.78	\$1,410.63	\$1,377.00
Fees for Recreational Lessons	\$150.24	\$130.69	\$119.09
Finance Charges Excluding Mortgage And Vehicle	\$291.35	\$269.86	\$258.24
Floor Coverings, Nonpermanent	\$26.80	\$24.26	\$22.30
Food or Board at School	\$70.84	\$62.09	\$54.45
Food on out-of-town trips	\$418.76	\$385.11	\$353.95
Funeral Expenses	\$116.34	\$114.10	\$107.96
Furniture	\$497.79	\$463.42	\$439.86
Gasoline And Motor Oil	\$3,778.28	\$3,587.63	\$3,447.82
Gifts of Movie, Theatre, Amusement Parks, and Other	\$11.46	\$10.91	\$10.44
Girls' Active Sportswear	\$26.14	\$22.80	\$21.00
Hair Care Products	\$102.73	\$96.76	\$91.34
Hospital Room and Services	\$187.33	\$176.34	\$166.37
Health Care Insurance	\$471.36	\$431.50	\$403.55
Health Maintenance Organization (not BCBS)	\$474.25	\$443.08	\$415.38
Housekeeping Services	\$210.99	\$192.75	\$173.96
Household Textiles	\$200.21	\$189.49	\$177.46

	10 Miles: Hwy. 7 & Sheridan	15 Miles: Hwy. 7 & Sheridan	20 Miles: Hwy. 7 & Sheridan
Intracity Bus Fares	\$17.26	\$16.64	\$15.65
Intracity Mass Transit Fares	\$104.90	\$101.17	\$100.35
Jewelry	\$142.56	\$133.00	\$122.17
Legal fees	\$267.82	\$263.27	\$255.18
Life and Other Personal Insurance	\$435.27	\$400.61	\$372.02
Maintenance and Repair Services	\$1,293.80	\$1,205.70	\$1,112.43
Medical equipment for general use	\$5.20	\$5.09	\$4.81
Men's Suits	\$23.21	\$21.23	\$19.92
Miscellaneous fees	\$2.62	\$2.28	\$2.04
Mortgage interest and charges owned dwellings	\$6,125.57	\$5,512.72	\$5,072.31
Mortgage interest and charges owned vacation homes	\$143.09	\$127.28	\$114.20
Movie, Theater, Amusement parks, and Other	\$193.53	\$179.06	\$167.94
Natural Gas	\$467.20	\$445.94	\$429.19
New Cars	\$894.66	\$847.02	\$803.92
New Trucks	\$1,142.31	\$1,035.96	\$947.71
New Motorcycle	\$55.54	\$49.49	\$45.39
Newspaper, Magazine by Subscription	\$45.45	\$43.54	\$40.47
Oral Hygiene Products, Articles	\$48.17	\$45.92	\$44.22
Other Household Products	\$441.74	\$416.52	\$393.43
Other Home Services	\$27.46	\$25.98	\$23.98
Other Tobacco Products	\$330.57	\$330.67	\$333.60
Personal Care Services	\$428.81	\$400.39	\$378.85
Pet Purchase, Supplies, Medicine	\$244.25	\$230.28	\$218.56
Photo Processing	\$13.61	\$12.60	\$11.74
Portable Heating and Cooling Equipment	\$16.76	\$16.35	\$15.08
Property taxes owned dwellings	\$2,277.51	\$2,086.44	\$1,912.46
Property taxes owned vacation homes	\$203.83	\$190.97	\$171.43
Rent	\$4,728.69	\$4,841.89	\$5,027.02
Satellite Dishes	\$1.33	\$1.26	\$1.26
Shaving Needs	\$27.23	\$25.57	\$24.14
Small Electric Kitchen Appliances	\$38.47	\$36.00	\$33.93
Residential Telephone/Pay Phones	\$440.85	\$426.01	\$411.73
Televisions	\$152.93	\$144.80	\$138.86
Tobacco Products and Smoking supplies	\$330.57	\$330.67	\$333.60
Tolls or Electronic Toll Passes	\$56.10	\$50.93	\$47.02
Toys, Games, Arts and Crafts, and Tricycles	\$204.43	\$188.62	\$179.12
Used Cars	\$960.77	\$920.54	\$873.10
Used Trucks	\$935.90	\$892.87	\$860.52
VCR's and Video Disc Players	\$11.46	\$10.64	\$10.25
Vehicle Insurance	\$1,227.75	\$1,153.40	\$1,095.06
Vehicle Air Conditioning Repair	\$27.12	\$25.01	\$23.48
Vehicle Inspection	\$17.82	\$17.19	\$16.41
Video Game Hardware And Software	\$59.03	\$54.71	\$52.07
Watches	\$42.60	\$42.78	\$42.42
Women's Suits	\$9.57	\$8.75	\$8.42

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Daytime Population Comparison

Geography: 1 Mile: Hwy. 7 & Sheridan, 3 Miles: Hwy. 7 & Sheridan, 5 Miles: Hwy. 7 & Sheridan

1 Mile: Hwy. 7 & Sheridan 3 Miles: Hwy. 7 & Sheridan 5 Miles: Hwy. 7 & Sheridan

2013B Population & Household Overview

Population	3,767	15,282	81,384
Household Population	3,767	15,281	81,349
Family Population	93.3%	90.3%	89.0%
Non-family Population	6.6%	9.6%	10.9%
Group Quarters Population	0	1	35
Households	1,256	5,574	28,679
Family Households	87.7%	87.9%	82.1%
Non-family Households	12.2%	12.0%	17.8%

2013B Daytime Population

Total Daytime Population	1,841	7,376	51,188
Population aged 16 and under (Children)	1,073	2,232	20,736
Daytime Population Age 16+	768	5,144	30,452
Civilian 16+, at Workplace	145	1,376	12,482
Civilian 16+, Unemployed	43	383	2,209
Civilian 16+, Work at home	118	597	2,831
Homemakers Age 16+	509	1,915	7,756
Retired population Age 65+	142	1,480	5,349
Student popn: Pre-kindergarten to 8th	773	1,171	14,283
Student popn: 9th grade-12th grade	61	464	4,250
Student popn: Post-secondary students	98	469	3,378

Daytime Population Comparison

Geography: 10 Miles: Hwy. 7 & Sheridan, 15 Miles: Hwy. 7 & Sheridan, 20 Miles: Hwy. 7 & Sheridan

10 Miles: Hwy. 7 & Sheridan 15 Miles: Hwy. 7 & Sheridan 20 Miles: Hwy. 7 & Sheridan

2013B Population & Household Overview

Population	418,942	955,246	1,502,420
Household Population	417,798	940,094	1,472,835
Family Population	85.2%	81.6%	77.5%
Non-family Population	14.7%	18.3%	22.4%
Group Quarters Population	1,144	15,152	29,585
Households	154,918	358,445	593,903
Family Households	77.1%	75.2%	74.4%
Non-family Households	22.8%	24.7%	25.5%

2013B Daytime Population

Total Daytime Population	323,291	926,077	1,645,982
Population aged 16 and under (Children)	95,054	216,755	322,327
Daytime Population Age 16+	228,237	709,322	1,323,655
Civilian 16+, at Workplace	123,828	421,161	859,753
Civilian 16+, Unemployed	14,366	37,022	60,536
Civilian 16+, Work at home	12,854	28,939	44,291
Homemakers Age 16+	34,854	81,284	127,528
Retired population Age 65+	29,812	77,469	123,420
Student popn: Pre-kindergarten to 8th	61,194	142,500	211,719
Student popn: 9th grade-12th grade	24,031	52,732	72,184
Student popn: Post-secondary students	23,065	84,220	134,877

Retail Sales Potential Comparison

Geography: 1 Mile: Hwy. 7 & Sheridan, 3 Miles: Hwy. 7 & Sheridan, 5 Miles: Hwy. 7 & Sheridan

1 Mile: Hwy. 7 & Sheridan

3 Miles: Hwy. 7 & Sheridan

5 Miles: Hwy. 7 & Sheridan

Average Annual Household Dollars 2013A

Automotive Dealers	\$3,958	\$3,895	\$3,588
Automotive Parts, Accessories, & Tire Stores	\$357	\$350	\$334
Beer, Wine, & Liquor Stores	\$241	\$240	\$222
Book Stores	\$118	\$115	\$111
Camera & Photographic Equipment Stores	\$19	\$18	\$17
Childrens and Infants Clothing Stores	\$59	\$51	\$50
Clothing Accessories Stores	\$27	\$27	\$25
Computer and Software Stores	\$81	\$79	\$74
Convenience Stores	\$150	\$147	\$143
Cosmetics, Beauty Supplies and Perfume Stores	\$34	\$36	\$33
Department Stores excluding leased depts	\$1,171	\$1,140	\$1,074
Drinking Place - Alcoholic Beverages	\$182	\$179	\$161
Family Clothing Stores	\$446	\$435	\$414
Florists	\$29	\$32	\$28
Full-service Restaurants	\$2,039	\$1,995	\$1,868
Furniture Stores	\$386	\$379	\$352
Gasoline Stations	\$3,883	\$3,743	\$3,642
Gift, Novelty, and Souvenir Stores	\$97	\$96	\$89
Hardware Stores	\$60	\$62	\$58
Hobby, Toys and Games Stores	\$86	\$83	\$76
Home Centers	\$449	\$471	\$426
Home Furnishing Stores	\$244	\$247	\$222
Household Appliances Stores	\$106	\$109	\$100
Jewelry Stores	\$106	\$101	\$95
Limited-service Eating Places	\$1,991	\$1,945	\$1,835
Luggage & Leather Goods Stores	\$12	\$12	\$11
Mens Clothing Stores	\$48	\$45	\$44
Musical Instrument and Supplies Stores	\$21	\$20	\$19
News Dealers and Newsstands	\$6	\$6	\$6
Nonstore retailers	\$1,337	\$1,341	\$1,252
Nursery and Garden centers	\$166	\$177	\$158
Office Supplies and Stationery Stores	\$130	\$130	\$120

Optical Goods Stores	\$62	\$64	\$60
Other Building Materials Dealers	\$265	\$280	\$254
Other Clothing Stores	\$51	\$51	\$48
Other General Merchandise Stores	\$2,547	\$2,476	\$2,371
Other Health and Personal Care Stores	\$47	\$50	\$46
Other Miscellaneous Store Retailers	\$404	\$405	\$382
Other Motor Vehicle Dealers	\$355	\$356	\$383
Outdoor Power Equipment Stores	\$25	\$28	\$24
Paint and Wallpaper Stores	\$46	\$49	\$44
Pharmacies and Drug Stores	\$744	\$778	\$717
Precorded Tape, Compact Disc, and Record Stores	\$15	\$14	\$13
Radio, Television and Other Electronics Stores	\$300	\$293	\$276
Sew/Needlework/Piece Goods Stores	\$29	\$33	\$29
Shoe Stores	\$209	\$200	\$195
Special Foodservices	\$27	\$26	\$24
Specialty Food Stores	\$150	\$147	\$143
Sporting Goods Stores	\$163	\$156	\$145
Supermarkets and Other Grocery (except Convenience) Stores	\$3,850	\$3,787	\$3,667
Used Merchandise Stores	\$53	\$52	\$48
Womens Clothing Stores	\$186	\$188	\$177
 Total Avg Annual Retail Sales	 \$34,274	 \$33,680	 \$31,887

Aggregate Household Dollars 2013A

Automotive Dealers	\$4,970,311	\$21,714,258	\$102,912,373
Automotive Parts, Accessories, & Tire Stores	\$448,351	\$1,951,722	\$9,586,913
Beer, Wine, & Liquor Stores	\$303,663	\$1,342,417	\$6,371,379
Book Stores	\$149,225	\$644,249	\$3,209,853
Camera & Photographic Equipment Stores	\$24,404	\$100,988	\$498,927
Childrens and Infants Clothing Stores	\$74,928	\$287,779	\$1,447,011
Clothing Accessories Stores	\$34,617	\$151,688	\$738,603
Computer and Software Stores	\$101,983	\$441,877	\$2,144,362
Convenience Stores	\$188,530	\$824,735	\$4,104,831
Cosmetics, Beauty Supplies and Perfume Stores	\$43,642	\$205,705	\$962,498
Department Stores excluding leased depts	\$1,471,217	\$6,355,240	\$30,822,739
Drinking Place - Alcoholic Beverages	\$229,307	\$999,983	\$4,642,451
Family Clothing Stores	\$560,552	\$2,426,618	\$11,874,732
Florists	\$37,415	\$179,528	\$811,671
Full-service Restaurants	\$2,561,189	\$11,120,860	\$53,573,173

Furniture Stores	\$485,863	\$2,117,219	\$10,119,597
Gasoline Stations	\$4,875,309	\$20,865,357	\$104,453,035
Gift, Novelty, and Souvenir Stores	\$122,517	\$538,960	\$2,569,626
Hardware Stores	\$76,587	\$349,395	\$1,673,324
Hobby, Toys and Games Stores	\$109,109	\$464,505	\$2,204,175
Home Centers	\$564,637	\$2,628,224	\$12,236,068
Home Furnishing Stores	\$307,582	\$1,382,177	\$6,376,920
Household Appliances Stores	\$133,780	\$608,000	\$2,879,809
Jewelry Stores	\$133,678	\$564,038	\$2,747,342
Limited-service Eating Places	\$2,499,916	\$10,844,464	\$52,652,029
Luggage & Leather Goods Stores	\$15,661	\$70,149	\$330,878
Mens Clothing Stores	\$61,152	\$254,611	\$1,282,591
Musical Instrument and Supplies Stores	\$26,811	\$112,576	\$547,963
News Dealers and Newsstands	\$8,780	\$38,536	\$187,418
Nonstore retailers	\$1,678,724	\$7,477,439	\$35,925,633
Nursery and Garden centers	\$209,070	\$987,236	\$4,547,618
Office Supplies and Stationery Stores	\$163,683	\$726,557	\$3,448,329
Optical Goods Stores	\$78,635	\$360,732	\$1,740,625
Other Building Materials Dealers	\$333,609	\$1,563,882	\$7,291,383
Other Clothing Stores	\$64,592	\$287,640	\$1,394,202
Other General Merchandise Stores	\$3,198,519	\$13,802,885	\$68,021,708
Other Health and Personal Care Stores	\$59,977	\$279,404	\$1,322,864
Other Miscellaneous Store Retailers	\$507,441	\$2,259,904	\$10,980,031
Other Motor Vehicle Dealers	\$446,825	\$1,986,826	\$11,009,021
Outdoor Power Equipment Stores	\$32,388	\$157,069	\$714,338
Paint and Wallpaper Stores	\$57,787	\$278,046	\$1,274,142
Pharmacies and Drug Stores	\$935,076	\$4,339,036	\$20,568,621
Precorded Tape, Compact Disc, and Record Stores	\$18,919	\$79,560	\$391,669
Radio, Television and Other Electronics Stores	\$377,520	\$1,635,499	\$7,930,230
Sew/Needlework/Piece Goods Stores	\$37,363	\$189,390	\$845,040
Shoe Stores	\$263,509	\$1,119,177	\$5,608,276
Special Foodservices	\$34,048	\$148,409	\$699,104
Specialty Food Stores	\$188,550	\$820,045	\$4,101,982
Sporting Goods Stores	\$205,541	\$872,730	\$4,177,358
Supermarkets and Other Grocery (except Convenience) Stores	\$4,833,856	\$21,112,066	\$105,175,271
Used Merchandise Stores	\$66,664	\$290,130	\$1,398,011
Womens Clothing Stores	\$234,355	\$1,052,659	\$5,082,607
Total Aggregate Annual Retail Sales	\$43,033,227	\$187,737,484	\$914,492,318

Retail Sales Potential Comparison

Geography: 10 Miles: Hwy. 7 & Sheridan, 15 Miles: Hwy. 7 & Sheridan, 20 Miles: Hwy. 7 & Sheridan

10 Miles: Hwy. 7 & Sheridan

15 Miles: Hwy. 7 & Sheridan

20 Miles: Hwy. 7 & Sheridan

Average Annual Household Dollars 2013A

Automotive Dealers	\$3,333	\$3,129	\$2,969
Automotive Parts, Accessories, & Tire Stores	\$312	\$296	\$283
Beer, Wine, & Liquor Stores	\$199	\$187	\$178
Book Stores	\$104	\$101	\$97
Camera & Photographic Equipment Stores	\$16	\$15	\$14
Childrens and Infants Clothing Stores	\$45	\$41	\$40
Clothing Accessories Stores	\$23	\$22	\$21
Computer and Software Stores	\$68	\$63	\$60
Convenience Stores	\$134	\$128	\$124
Cosmetics, Beauty Supplies and Perfume Stores	\$30	\$29	\$27
Department Stores excluding leased depts	\$984	\$927	\$889
Drinking Place - Alcoholic Beverages	\$146	\$137	\$129
Family Clothing Stores	\$383	\$362	\$348
Florists	\$24	\$22	\$21
Full-service Restaurants	\$1,708	\$1,599	\$1,517
Furniture Stores	\$324	\$302	\$290
Gasoline Stations	\$3,438	\$3,274	\$3,161
Gift, Novelty, and Souvenir Stores	\$81	\$76	\$72
Hardware Stores	\$53	\$50	\$47
Hobby, Toys and Games Stores	\$69	\$64	\$61
Home Centers	\$382	\$357	\$335
Home Furnishing Stores	\$197	\$183	\$172
Household Appliances Stores	\$91	\$84	\$80
Jewelry Stores	\$89	\$85	\$81
Limited-service Eating Places	\$1,682	\$1,576	\$1,497
Luggage & Leather Goods Stores	\$10	\$9	\$9
Mens Clothing Stores	\$42	\$40	\$38
Musical Instrument and Supplies Stores	\$17	\$15	\$14
News Dealers and Newsstands	\$6	\$5	\$5
Nonstore retailers	\$1,148	\$1,086	\$1,037
Nursery and Garden centers	\$140	\$130	\$121
Office Supplies and Stationery Stores	\$108	\$102	\$96

Optical Goods Stores	\$54	\$50	\$47
Other Building Materials Dealers	\$228	\$213	\$200
Other Clothing Stores	\$44	\$42	\$40
Other General Merchandise Stores	\$2,197	\$2,085	\$2,007
Other Health and Personal Care Stores	\$42	\$40	\$38
Other Miscellaneous Store Retailers	\$351	\$334	\$318
Other Motor Vehicle Dealers	\$338	\$308	\$284
Outdoor Power Equipment Stores	\$21	\$19	\$18
Paint and Wallpaper Stores	\$39	\$36	\$33
Pharmacies and Drug Stores	\$657	\$627	\$598
Precorded Tape, Compact Disc, and Record Stores	\$12	\$11	\$11
Radio, Television and Other Electronics Stores	\$252	\$236	\$225
Sew/Needlework/Piece Goods Stores	\$26	\$25	\$23
Shoe Stores	\$182	\$174	\$172
Special Foodservices	\$22	\$20	\$19
Specialty Food Stores	\$134	\$128	\$124
Sporting Goods Stores	\$129	\$120	\$114
Supermarkets and Other Grocery (except Convenience) Stores	\$3,435	\$3,285	\$3,174
Used Merchandise Stores	\$44	\$42	\$40
Womens Clothing Stores	\$162	\$153	\$148
Total Avg Annual Retail Sales	\$29,450	\$27,827	\$26,634

Aggregate Household Dollars 2013A

Automotive Dealers	\$516,473,578	\$1,121,637,693	\$1,763,339,686
Automotive Parts, Accessories, & Tire Stores	\$48,344,923	\$106,175,991	\$168,477,116
Beer, Wine, & Liquor Stores	\$30,946,738	\$67,272,816	\$105,791,679
Book Stores	\$16,226,008	\$36,335,849	\$57,895,454
Camera & Photographic Equipment Stores	\$2,490,585	\$5,408,253	\$8,570,639
Childrens and Infants Clothing Stores	\$7,045,472	\$15,021,700	\$24,259,106
Clothing Accessories Stores	\$3,693,291	\$8,098,392	\$12,889,819
Computer and Software Stores	\$10,554,259	\$22,693,342	\$35,739,215
Convenience Stores	\$20,823,066	\$46,175,784	\$74,109,399
Cosmetics, Beauty Supplies and Perfume Stores	\$4,743,165	\$10,457,745	\$16,461,173
Department Stores excluding leased depts	\$152,549,229	\$332,453,965	\$528,394,673
Drinking Place - Alcoholic Beverages	\$22,724,503	\$49,154,300	\$76,651,375
Family Clothing Stores	\$59,351,356	\$129,834,105	\$207,145,046
Florists	\$3,822,239	\$8,199,261	\$12,540,051
Full-service Restaurants	\$264,724,119	\$573,506,697	\$901,467,610

Furniture Stores	\$50,196,794	\$108,557,237	\$172,497,476
Gasoline Stations	\$532,657,782	\$1,173,615,121	\$1,877,456,249
Gift, Novelty, and Souvenir Stores	\$12,573,426	\$27,470,580	\$43,204,828
Hardware Stores	\$8,331,722	\$18,223,573	\$28,492,555
Hobby, Toys and Games Stores	\$10,693,148	\$23,127,738	\$36,407,030
Home Centers	\$59,217,231	\$128,255,712	\$199,122,653
Home Furnishing Stores	\$30,523,070	\$65,844,533	\$102,317,616
Household Appliances Stores	\$14,111,156	\$30,423,930	\$47,981,656
Jewelry Stores	\$13,896,824	\$30,605,099	\$48,147,330
Limited-service Eating Places	\$260,707,387	\$565,037,160	\$889,659,102
Luggage & Leather Goods Stores	\$1,611,306	\$3,525,864	\$5,518,717
Mens Clothing Stores	\$6,601,481	\$14,540,157	\$23,043,326
Musical Instrument and Supplies Stores	\$2,642,167	\$5,596,123	\$8,840,608
News Dealers and Newsstands	\$932,490	\$2,054,244	\$3,255,150
Nonstore retailers	\$177,852,728	\$389,556,571	\$616,027,056
Nursery and Garden centers	\$21,733,196	\$46,865,422	\$72,228,273
Office Supplies and Stationery Stores	\$16,842,320	\$36,658,903	\$57,505,435
Optical Goods Stores	\$8,432,211	\$18,209,851	\$28,204,672
Other Building Materials Dealers	\$35,321,676	\$76,654,152	\$118,789,203
Other Clothing Stores	\$6,927,313	\$15,137,838	\$24,181,928
Other General Merchandise Stores	\$340,409,782	\$747,478,969	\$1,192,542,208
Other Health and Personal Care Stores	\$6,553,887	\$14,460,034	\$22,836,815
Other Miscellaneous Store Retailers	\$54,463,530	\$119,761,847	\$188,865,675
Other Motor Vehicle Dealers	\$52,435,987	\$110,743,534	\$169,190,261
Outdoor Power Equipment Stores	\$3,349,717	\$7,160,879	\$10,904,801
Paint and Wallpaper Stores	\$6,091,725	\$13,115,346	\$20,147,201
Pharmacies and Drug Stores	\$101,920,669	\$224,861,653	\$355,267,771
Precorded Tape, Compact Disc, and Record Stores	\$1,941,785	\$4,194,281	\$6,654,961
Radio, Television and Other Electronics Stores	\$39,190,897	\$84,847,141	\$133,820,905
Sew/Needlework/Piece Goods Stores	\$4,112,287	\$9,053,326	\$14,125,163
Shoe Stores	\$28,221,926	\$62,571,270	\$102,667,437
Special Foodservices	\$3,433,897	\$7,436,389	\$11,634,041
Specialty Food Stores	\$20,793,036	\$46,004,845	\$73,707,843
Sporting Goods Stores	\$20,136,981	\$43,239,377	\$68,239,212
Supermarkets and Other Grocery (except Convenience) Stores	\$532,294,162	\$1,177,615,080	\$1,885,282,221
Used Merchandise Stores	\$6,897,455	\$15,059,488	\$23,838,084
Womens Clothing Stores	\$25,171,037	\$55,009,409	\$88,078,693
Total Aggregate Annual Retail Sales	\$4,562,383,110	\$9,974,780,191	\$15,818,339,827

